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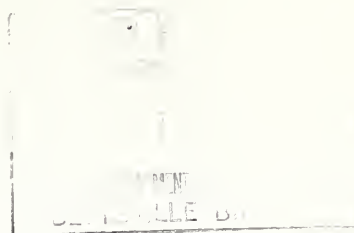
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JUNE 28, 1965



NEW RAIL RATES FOR U.S.
SPRING AND DURUM WHEATS

BETWEEN SHOWS AT THE
TOKYO TRADE CENTER



FOREIGN AGRICULTURE

Including FOREIGN CROPS AND MARKETS

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Including FOREIGN CROPS AND MARKETS

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Wheat Associates' use of the Tokyo Trade Center for promotion of U.S. pizza is typical of type of service the Center offers U.S. farm exporters. (See page 4.)

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New Rail Rates for U.S. Spring Wheats

—to permit competitive pricing of exports to important Asian Markets

Reduced rail rates on U.S. Hard Spring and durum wheats that became effective earlier this month will enable the United States to make these wheats available to the important Asian markets on a regular basis—and at competitive prices—off the Pacific coast.

The reductions in summer rates from June through October amount to as much as 15 cents a bushel, with those on winter traffic to be lowered by an additional 6 cents for some points. (Chart below shows selected June-October rates.)

Approval by the Interstate Commerce Commission was granted on June 11, following a 30-day waiting period for receiving comments from interested parties on the reductions asked by the Northern Pacific, the Great Northern, and the Chicago, Milwaukee, St. Paul and Pacific railroads. Also actively supporting the revised rate schedule have been the North and South Dakota State Wheat Commissions which are members of Great Plains Wheat, Inc., an FAS cooperator in overseas market development programs.

The new rates—applying to an area in the Dakotas and Montana that produces the bulk of this country's Hard Spring and durum wheats—are designed to pull more of these wheats westward, but at the same time not to disrupt traditional marketing patterns.

Prior to this month, existing rail rates—originally set up in 1934 and increased many times since—prohibited rail movement to the west of quantities adequate to meet the requirements of dollar markets in Asia, and buyers were not interested in shipments from Gulf and Atlantic ports because of the added ocean freight cost.

In addition to the saving on ocean transportation, the new rates mean that it now costs no more to send spring wheats by rail to the west coast than by combination rail and barge to the Gulf, or by rail to Atlantic ports. The rates are calculated on the basis of the standard "gathering rate" from the point of shipment to Minneapolis, Minnesota, plus the barge rate to New Orleans of 18.6 cents per bushel.

The new rates generally become progressively lower as

the distance increases between each shipping point and the west coast, ranging from 42 cents per bushel from Grand Forks in eastern North Dakota to 54 cents per bushel from Wolf Point in eastern Montana.

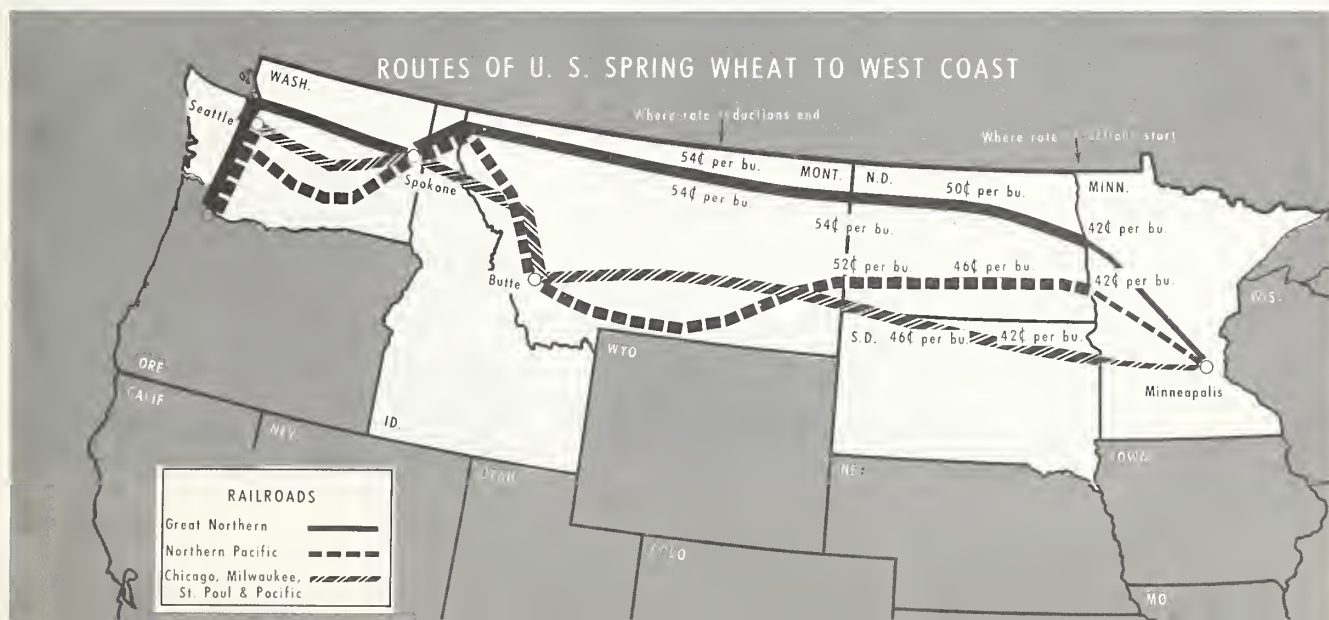
But the minimum price of the wheat once it arrives on the coast will vary according to the county of origin and the loan support price guaranteed the producers under the Federal farm price support program. Adding the support price to the Grand Forks rate, for example, the minimum price at Portland, Oregon, is \$1.76 a bushel; that for wheat from Wolf Point is \$1.67. These prices do not include handling charges (loading and unloading) and premiums offered for higher protein content, nor do they reflect the strength of the domestic wheat market at the time.

It was a 1962 freight rate reduction on U.S. Hard Red Winter wheat westbound from the southern Great Plains area that permitted the U.S. wheat industry to break into the Asian market in a big way. Hard Winter this past Japanese fiscal year (April 1964-March 1965) accounted for roughly 60 percent of total U.S. wheat shipments to Japan of 1.6 million metric tons.

Assessing the impact of the new rates for spring and durum wheats to Japan, USDA officials are estimating sales of at least 200,000 tons of Hard Spring wheat during the 1965-66 marketing year. The Japanese Food Agency has been importing a total of some 1.4 million tons of spring wheat annually, all of which has been supplied by Canada.

In anticipation of the rate reductions, the Food Agency in late May and early June bought 40,500 tons of U.S. Hard Spring, following trial imports of 1,200 tons of U.S. No. 2 Dark Northern Spring wheat. In addition, a trial shipment of 770 tons of No. 2 Hard Amber durum was purchased by the Food Agency—a wheat that is entirely new to the Japanese market. The durum wheat is presently being test-milled into semolina by the Food Agency to determine the wheat's acceptability and to establish domestic retail prices.

The new rail rates will also strengthen the U.S. competitive position in the Philippines, a more than 400,000-ton wheat buyer. About 70 percent is high protein wheat.



Tokyo Trade Center Assists U.S. Exporters Between Shows

The Tokyo Trade Center in the 9 months of each year that it is not hosting U.S. agricultural shows assumes its equally vital role of helping the U.S. farm trade do business in Japan.

Located at the hub of the biggest city in the world, the Center provides U.S. exporters with entree, know-how, and hard-to-get office-meeting space. It receives and holds small sample shipments sent ahead by an exporter, helps him find his way around Tokyo (virtually devoid of street signs and numbers), lines up interpreters, and assists in making trade contacts.

Available to agricultural exporters is a trade lounge on the Center's third floor, which can be used as an office, "sample suite," or small meeting room. Larger groups—for briefings, film showings, demonstrations—can use the lounge in conjunction with the demonstration-exhibit area, which has 190 square feet of display space and a kitchen for food demonstrations.

These facilities are also available to the six FAS market development cooperators with offices or agents in Tokyo. These groups work with the Center to acquaint Japanese and U.S. tradespeople with the U.S. commodity programs in Japan.



Above, Wheat Associates makes use of Trade Center for promotion of Western-type sandwiches.



One-day promotion of American pizza (above) at the Center brought wide attention to this product. Trade lounge (l) can be used for such promotion, small meetings, or as an office.

Below and right, two of six permanent exhibits at Trade Center informing visitors about important U.S. farm exports to Japan and U.S. cooperators representing them with offices or agents in Tokyo.



Brazil Sets Basic Minimum Sisal Prices

The Government of Brazil established minimum prices for the July-June 1965-66 sisal crop. These prices will be used as a basis for price support and financing purposes. They range for Superior grade from 220 cruzeiros per kilogram for extra-long fiber to 215 cruzeiros for short fiber. Type 3, the principal export grade, ranges from 195 cruzeiros for extra long to 190 cruzeiros for short fiber. (Current exchange rate is Cr\$1,825-1,850/US\$1.)

Sisal producers and exporters have been pressing for established minimum prices for some time, and the falling world price in recent months added weight to their request. Brazil's price for type 3 sisal fell more than 50 percent between January 1964 and early May 1965, mainly because of a large increase in both Brazilian and African sisal production. Brazilian type 3, landed New York, declined to an annual average of 13.9 cents a pound in 1964 from the 13-year peak annual average of 17.1 cents in 1963 but was still slightly higher than the 10-year average of 12.7 cents (for 3-5-7 mixture) in 1950-59. East African No. 1 sisal fell to 17 cents in 1964 from the 13-year peak average of 18.3 in 1963, but was well above the 1950-59 average of 14.3 cents. However, prices in March 1965 fell further to 9.8 cents for Brazilian and 13.1 for East African.

World sisal production has been increasing steadily, and reached an all-time peak of 1,539 million pounds in 1964. Brazil's 1964 production reached an estimated 476 million pounds, a gain of 84 percent over the average of 259 million in 1955-59. Also, an increase in new plantings during the recent years of exceptionally high prices may result in increasing production for a few more years.

Good grades of African sisal, which are in ample supply, compete strongly in the world market with Brazilian sisal, which is mostly type 3. Polypropylene and other synthetics threaten further competition.

The sisal-producing region of northeastern Brazil exported its first sisal baler twine in May 1961. The three principal manufacturers of Paraiba have a combined capacity for annual output of 18,000 metric tons of twine.

U.S. Imports of Meat and Livestock Products

U.S. meat imports in April were 20 percent below those a year ago and, for January-April, were 28 percent below the same 1964 period. Beef and veal arrivals for the first 4 months of 1965 were 35 percent below 1964. However, pork imports were 20 percent greater, reflecting lower U.S. production.

Dutiable (apparel) wool imports rose sharply in April, and the total for the first 4 months was up 65 percent, reflecting lower world wool prices. Also, U.S. imports were relatively small in early 1964. Imports of duty-free or carpet wool in April 1965 were 13 percent above those of April 1964, but the total for the first 4 months this year is still down 25 percent.

Imports of hides and skins in April showed mixed trends from a year earlier. Imports of calf, sheep and lamb, goat and kid, and pig skins increased, while cattle, buffalo, horse hides, and kip skins decreased.

Imports of live cattle for the first 4 months were 4 percent below a year ago.

U.S. IMPORTS OF SELECTED LIVESTOCK PRODUCTS

Commodity	April		January-April	
	1964	1965	1964	1965
Red meats:				
Beef and veal:				
Fresh & frozen:	1,000	1,000	1,000	1,000
Bone-in beef:	pounds	pounds	pounds	pounds
Frozen	270	129	1,161	836
Fresh & chilled	511	336	4,910	2,343
Boneless beef	56,209	28,789	232,401	149,537
Cuts (prepared)	46	89	287	615
Veal	1,437	1,382	5,602	4,924
Canned beef & beef sausage	7,105	5,871	32,362	17,484
Prepared & preserved	852	1,825	2,337	5,350
Total beef & veal	66,430	38,421	279,060	181,089
Pork:				
Fresh & frozen	3,416	3,657	13,345	14,283
Canned:				
Hams & shoulders	10,287	20,205	46,498	56,517
Other	2,010	3,059	6,404	9,329
Cured:				
Hams & shoulders	92	187	491	569
Other	377	451	1,458	1,664
Sausage	148	153	582	523
Total pork	16,330	27,712	68,778	82,885
Mutton and goat	2,937	1,768	18,272	6,098
Lamb	399	646	4,108	2,965
Other sausage	331	356	1,447	1,745
Total red meat	86,427	68,903	371,665	274,782
Variety meats	109	111	595	431
Wool (clean basis):				
Dutiable	8,002	19,197	34,496	56,907
Duty-free	9,756	10,986	41,874	31,261
Total wool	17,758	30,183	76,370	88,168
Hides & skins:				
	1,000	1,000	1,000	1,000
Cattle	pieces	pieces	pieces	pieces
Calf	40	19	117	70
Calf	42	66	107	163
Kip	76	62	216	198
Buffalo	39	37	155	183
Sheep and lamb	3,304	4,288	11,954	13,471
Goat and kid	1,323	1,893	4,895	4,920
Horse	48	37	165	98
Pig	175	612	609	1,116
	Number	Number	Number	Number
Live cattle ¹	72,473	82,231	237,986	227,495

¹ Includes cattle for breeding.

Source: U.S. Department of Commerce, Bureau of the Census.

Canada To Import Cattle from France

The Canadian Government has issued permits to import 124 head of purebred cattle, understood to be Charollais. The owners will probably take delivery in about a year, following rigorous quarantine precautions.

Mohair Exports Continue Unchanged From 1964

U.S. mohair exports in the first 3 months of 1965 were about the same as those in the same period last year.

Foreign buying of U.S. mohair has been depressed over the past year. Particularly affected are purchases by the major wool consuming countries, the United Kingdom, Common Market countries, and Japan.

In recent years about 50 percent of U.S. production has moved into export. However, in 1964 less than 15 percent

was exported. If the current rate is maintained throughout the year, exports will account for about the same percentage of production as last year.

U.S. EXPORTS OF MOHAIR¹ (Clean content)

Country of destination	January-March				Increase (+) or decrease (-) 1964
	1963	1964 ²	1964	1965	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
United Kingdom	6,666	778	314	223	-91
Japan	2,537	447	234	224	-10
Belgium	1,403	430	214	234	+20
Mexico	198	336	56	89	+33
Netherlands	1,498	250	83	8	-75
Switzerland	364	147	18	64	+46
Canada	99	135	27	22	-5
Italy	1,278	30	12	18	+6
Germany, West	62	9	1	16	+15
Other	95	95	2	17	+15
Total	14,200	2,657	961	915	-46

¹ Includes other wool-like specialty hair. ² Preliminary.
Bureau of the Census.

Exports of Natural Casings Down From 1964

Exports of U.S. natural casings through the first 1965 quarter were sharply below those of the same 1964 period.

The most notable drop has been in exports of hog casings, down about half from last year. All major purchasers took less than in the same quarter last year. They also took less in 1964 than in 1963.

Exports of beef casings through March remained about the same as in the same quarter of 1964.

U.S. EXPORTS OF NATURAL SAUSAGE CASINGS

Country of destination	January-March				Increase (+) decrease (-) 1964
	1963	1964	1964	1965 ¹	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Hog casings:					
Canada	2,400	839	500	226	-274
Belgium	1,217	648	277	40	-237
Germany, West	1,049	926	274	233	-41
Netherlands	736	392	155	30	-125
Spain	902	426	120	66	-54
Switzerland	541	279	74	58	-16
United Kingdom	2,842	2,128	545	339	-206
Rep. of S. Africa	1,075	1,020	334	175	-159
Australia	1,630	1,324	560	246	-314
New Zealand	479	473	110	98	-12
Others	1,620	976	212	134	-78
Total	14,491	9,431	3,161	1,645	-1,516

Other animal casings ²					
Canada	347	583	120	164	+44
Belgium	145	110	15	8	-7
Denmark	39	60	0	4	+4
Finland	50	25	1	62	+61
Germany, West	760	432	109	104	-5
Netherlands	112	73	14	12	-2
Norway	224	346	4	15	+11
Spain	2,455	809	39	10	-29
Sweden	8	17	0	1	+1
Switzerland	1,416	1,519	366	277	-89
United Kingdom	250	195	44	80	+36
Rep. of S. Africa	174	139	49	42	-7
Others	550	436	69	57	-12
Total	6,530	4,744	830	836	+6

¹ Preliminary. ² Casings not elsewhere classified, mainly beef.
Bureau of the Census.

U.S. Cotton Exports in April Above Year Ago

U.S. cotton exports in April totaled 407,000 bales, slightly above the 400,000 exported in April 1964. Exports in March, at 584,000 bales, were 19 percent larger than

those in March 1964.

Exports of all types of cotton in the first 9 months (August-April) of the 1964-65 season amounted to 3,145,000 bales or 25 percent below the 4,197,000 exported in the same period a year ago.

U.S. COTTON EXPORTS BY DESTINATION (Running bales)

Destination	Year beginning August 1				
	Average 1955-59	1962	1963	August-April	
				1963	1964
	1,000 bales	1,000 bales	1,000 bales	1,000 bales	1,000 bales
Austria	33	13	23	15	9
Belgium & Lux.	160	72	176	125	68
Bulgaria	0	0	19	19	0
Denmark	17	13	16	10	5
Finland	22	13	10	9	10
France	360	180	380	318	160
Germany, West	475	101	401	359	200
Hungary	0	0	18	6	0
Italy	416	192	442	345	237
Netherlands	124	71	127	109	61
Norway	10	10	14	12	11
Poland & Danzig	85	62	132	71	67
Portugal	28	7	35	25	18
Spain	171	(¹)	14	14	15
Sweden	75	56	88	76	49
Switzerland	64	37	95	82	61
United Kingdom	525	139	286	220	127
Yugoslavia	108	113	78	13	89
Other Europe	17	3	20	7	9
Total Europe	2,690	1,082	2,374	1,835	1,196
Australia	54	41	91	68	51
Canada	217	271	448	300	263
Chile	35	24	2	1	1
Colombia	33	1	14	8	(¹)
Cuba	27	0	0	0	0
Ethiopia	4	15	9	9	(¹)
Hong Kong	134	79	187	150	117
India	184	198	314	153	98
Indonesia	30	51	21	21	47
Iraq	0	0	20	20	0
Israel	16	7	26	14	18
Japan	1,154	895	1,301	1,033	789
Korea, Rep. of	205	236	313	211	183
Morocco	10	8	15	13	11
Pakistan	14	8	8	4	9
Philippines	64	108	140	94	58
South Africa	26	19	37	27	36
Taiwan (Formosa)	153	223	189	129	142
Thailand	4	22	39	30	39
Uruguay	15	0	(¹)	(¹)	0
Venezuela	2	5	12	11	5
Vietnam ²	2	36	75	52	40
Other countries	27	22	27	14	42
Total	5,100	3,351	5,662	4,197	3,145

¹ Less than 500 bales. ² Indochina prior to 1958. Includes Laos and Cambodia.

U.S. Tobacco Exports Rise in April

U.S. exports of unmanufactured tobacco in April 1965, at 42.5 million pounds, were 43 percent larger than the 29.7 million shipped out in April 1964. The export value was \$34.0 million, compared with \$21.1 million.

Exports of flue-cured in April 1965 were 32.2 million pounds, compared with 18.8 million last year. Exports of all other kinds, except Kentucky-Tennessee fire-cured and Maryland, were also larger than those of April 1964.

Total exports for the first 4 months of calendar 1965 were 21 percent smaller than those for January-April 1964. For the first 10 months of fiscal 1965 exports were about 408 million pounds, compared with 457 million in the same period of fiscal 1964.

Exports of tobacco products in April 1965 were valued at \$11 million, compared with \$9.4 million in April 1964.

For the first 4 months of calendar 1965, the total value of all tobacco product exports was \$33.9 million—down 10.6 percent from those of January-April 1964. All kinds of products, except smoking tobacco in bulk, were smaller this year.

U.S. EXPORTS OF UNMANUFACTURED TOBACCO (Export weight)

Kind	April		January-April		Change from 1964
	1964	1965	1964	1965	
	<i>1,000 pounds</i>	<i>1,000 pounds</i>	<i>1,000 pounds</i>	<i>1,000 pounds</i>	<i>Percent</i>
Flue-cured	18,785	32,247	95,678	72,033	- 24.7
Burley	3,465	3,683	10,903	7,831	- 28.2
Dark-fired Ky.-Tenn.	3,522	960	6,583	5,879	- 10.7
Va. fire-cured ¹	164	626	1,807	1,852	+ 2.5
Maryland	698	684	3,253	1,701	- 47.7
Green River	103	206	235	284	+ 20.9
One Sucker	24	46	48	57	+ 18.8
Black Fat, etc.	196	297	826	945	+ 14.4
Cigar wrapper	641	545	1,841	1,175	- 36.2
Cigar binder	43	1,041	927	1,510	+ 62.9
Cigar filler	28	68	75	156	+108.0
Other	1,998	2,116	4,297	6,071	+ 41.3
Total	29,667	42,519	126,473	99,494	- 21.3
	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Mil. dol.</i>	<i>Percent</i>
Declared value	21.1	34.0	97.7	75.8	- 22.4

¹ Includes sun-cured.
Bureau of the Census.

U.S. EXPORTS OF TOBACCO PRODUCTS

Product	April		January-April		Change from 1964
	1964	1965	1964	1965	
Cigars and cheroots					<i>Percent</i>
<i>1,000 pieces</i>	2,955	3,778	13,454	13,026	- 3.2
Cigarettes					
<i>Million pieces</i>	1,862	2,094	7,514	6,474	-13.8
Chewing and snuff					
<i>1,000 pounds</i>	34	19	124	82	-33.9
Smoking tobacco in pkgs.					
<i>1,000 pounds</i>	114	79	452	217	-52.0
Smoking tobacco in bulk					
<i>1,000 pounds</i>	531	1,162	2,432	3,469	+42.6
Total declared value					
<i>Million dollars</i>	9.4	11.0	37.9	33.9	-10.6

Bureau of the Census.

Malagasy's Leaf Tobacco Exports Set New Record

Malagasy's 1964 exports of leaf tobacco set a new record of 11.7 million pounds and were 42 percent larger than the 1963 level of 8.2 million. As usual, France was the principal destination, taking 11.1 million pounds, compared with 8.1 million in 1963. Also, shipments to Réunion rose to 518,000 pounds from 88,000 for the previous year.

Nigeria's Exports of Peanut Products

Exports of shelled peanuts from Nigeria during 1964 totaled 544,384 long tons compared with 614,166 in 1963, down 11 percent. Exports of peanut oil, however, increased 15 percent to a total 79,708 tons from 69,374 in 1963. Exports of peanut cake and meal totaled 139,347 tons compared with 85,456 in 1963.

Sudan's Peanut Exports

The Sudan's shelled peanut exports in 1964 totaled a preliminary 141,706 metric tons compared with 109,426 in 1963. Exports of unshelled peanuts totaled 14,286 tons in 1964 and 8,540 in 1963.

Philippine Exports of Copra and Coconut Oil

Registered exports of copra and coconut oil from the Philippine Republic during January-May 1965, oil-equivalent basis, totaled 250,048 long tons, 4 percent below the 261,396 exported in January - May 1964.

Coconut oil shipments during the first 5 months were 16 percent greater than those in January-May 1964. May shipments totaled 20,191 tons as against 8,360 in April. Shipments of copra were down 13 percent during the first 5 months. Those in May amounted to 46,760 tons against 39,224 in April.

The copra export price in mid-June was US\$231 per short ton c.i.f. Pacific Coast and US\$261 c.i.f. European ports. Local buying prices were reported at 72 to 73 pesos per 100 kilograms (US\$18.41 to US\$18.67) resecada basis Manila, and 67 to 73 pesos (US\$17.14 to US\$18.67) in producing areas.

PHILIPPINE REGISTERED EXPORTS OF COPRA AND COCONUT OIL

Country or continent of destination	1964 ¹	January-May	
		1964 ¹	1965 ¹
Copra:	<i>Long tons</i>	<i>Long tons</i>	<i>Long tons</i>
United States	231,215	76,851	112,691
Europe	518,988	198,529	122,163
South America	26,800	1,000	5,000
Japan	29,800	10,800	8,750
Other Asia	500	500	500
Middle East	140	140	1,500
Total	807,523	287,820	250,604
Coconut oil:			
United States	182,736	64,688	79,330
Europe	41,286	11,660	10,331
South Africa	2,251	843	---
Japan	99	---	---
Total	226,372	77,191	89,661

¹ Preliminary.

Associated Steamship Lines, Inc., Manila.

Mexico's Exports of Copra and Sesameseed Decline

Exports of copra from Mexico during 1964 declined to 16,618 metric tons from 20,781 in 1963. Exports of sesameseed fell sharply to 1,677 tons from 22,727 in 1963.

Sudan's Exports of Sesameseed

Exports of sesameseed from the Sudan, the world's leading exporter of this commodity, totaled 101,410 metric tons in 1964 compared with 69,353 in 1963. Italy was again the principal market in 1964, followed by Japan and Venezuela.

Japan's Grain Crops Held Back by Cold Weather

Unusually cold weather in Japan from the latter part of March into early May reduced crop prospects for rice, wheat, and barley. As the result of expected lower yields, imports of these cereals may increase in 1965-66.

Rice imports could be in excess of the large imports in 1964-65, and the largest in 10 years if the smaller crop prospects materialize.

Yield prospects for wheat and barley are uncertain. Wheat acreage planted in late 1964 for the current harvest declined 6 percent and barley, 8 percent. As a result import demand is expected to increase also. (See *Foreign Agriculture*, June 14 and 21, 1965.)

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U.S. Food Sales During British In-Store Promotion Rise Sharply

U. S. food sales totaled nearly \$50,000 in eleven British stores staging American in-store food promotions last month in cooperation with the U.S. Agricultural Attaché's office in London. Sales in the various stores were up 50 percent to 200 percent compared to pre-promotion sales, with some products increasing five to six times.

In nine Lewis's stores—located in Birmingham, Manchester, Liverpool, Glasgow, Leeds, Stoke on Trent, Leicester, Bristol, and Blackpool—American food sales during the May 12-29 promotion were approximately 60 percent above normal. Products from 21 U. S. companies and five British firms packing American foods were included in the promotion. Lines of seven of the American companies were new in the Lewis's stores, or the range of lines carried was increased just prior to the promotion.

U. S. foods which enjoyed outstanding success were: canned fruits and vegetables; cake mixes and toppings; Alaskan salmon; and California raisin bread. Pickles, spices, and sauces did very well. Also, American rice, raisins, and prunes—some packed by British firms—did a very nice business. Canned whole chicken, new in Lewis's stores, was well received by British housewives.

Interestingly, raisin bread had been tried in Lewis's at an earlier date but failed to receive consumer acceptance at that time. But this time, when reintroduced by the California Raisin Bureau during the American promotion, it met with outstanding success.

In the large Selfridges store in London a wide range of products from 50 U. S. firms was offered to shoppers. Estimated sales of American foods during the May 10-22 fortnight were about three times normal size. Dips, sauces, butterscotch topping, cake mixes, processed mashed potatoes, natural brown rice, orange blossom honey, mayonnaise, canned fruits and vegetables, concentrated frozen orange juice, biscuits, and cookies were among the foods which moved well.

The Burgis & Colbourne store in Leamington Spa offered its customers products from 38 American companies and four British firms packing U. S. products under

their own brand names. Notable in this May 18-29 promotion were the many new lines stocked for the first time and launched through the promotion. Products of 13 companies were either new, or ranges of lines were increased.

Stocking of the many new lines in the Lewis's and Burgis & Colbourne stores came in many instances after visits by food buyers from these stores to the two recent food exhibitions at the U. S. Trade Center in London.

An example of how one new line was introduced into the U. K. market was a western U. S. frozen food line sold in the Burgis & Colbourne promotion. It had first been exhibited in the American fruit and vegetable exhibit at the London Trade Center. Just before the show opened, the company lined up a British agent who met buyers at the show, among whom were several from Burgis & Colbourne. As a result, Burgis & Colbourne stocked this line and featured it in their promotions.

Ivory Coast Cocoa Exports at Alltime High

Cocoa bean exports from the Ivory Coast during 1964, at a record 124,261 metric tons, were up nearly 25 percent from the 1963 level. Shipments to the EEC totaled 93,429 tons—an increase of 29 percent—and accounted for three-fourths of the total. Exports to the United States fell 10 percent to 19,926 tons.

The record 1964 cocoa exports earned \$58.9 million in foreign exchange—\$13.2 million more than the previous year—and accounted for nearly one-fifth of the value of all exports from the Ivory Coast. Cocoa was sold for an average of \$474 per ton, compared with \$458 per ton in 1963. Reportedly, most of the 1964-65 harvest was sold prior to the sharp drop in world cocoa prices earlier this year.

The Ivory Coast is now the world's third largest producer of cocoa beans and is an important supplier to the U.S. market. Last year the United States bought \$9.1 million worth of cocoa from the Ivory Coast, which was the fifth largest source of imports.